



2001-2002
CORPORATE OUTREACH
ANNUAL REPORT



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In 1993 Betty Mercer, Division Director of the Office of Highway Safety Planning conceived the idea that a corporate traffic safety program be developed in the State of Michigan. Her guidance has been instrumental in the development and success of a corporate outreach program. This annual report is, therefore, dedicated to her and her vision for this program.

Michigan NETS was created in 1994 by the State of Michigan, Office of Highway Safety Planning (OHSP) with the assistance of the National NETS organization. Michigan was one of seven pilot states in 1994 who adopted the philosophy of bringing together private and public sector officials interested in reducing loss of life and the economic costs of on-and off-the-job crashes. Over the last seven years, Michigan NETS has encouraged businesses in the state to establish or expand work place traffic safety programs in their own organizations and communities.

It is important for our partners to realize that the 2001–2002 fiscal year has been one of transition for our corporate program. Due to the early retirement incentives created by the Engler administration, close to 8,000 state employees took advantage of retirement. Realignments took place in many areas at OHSP including the merging of our Safe Community program with Corporate Outreach. The merger of these two important areas of traffic safety is progressing well and options are being explored to streamline communication efforts with our partners allowing time for other responsibilities created by this realignment.

Michigan Safe Communities is a program that invites local community leaders, organizations and citizens to work with OHSP to develop comprehensive strategies to prevent traffic crashes, violence, and substance abuse in their community. Safe Communities is built on the premise that, like any other disease, injury can be prevented. Injury can be controlled when people protect themselves and improve their environment.

In order to implement these strategies, OHSP has contracted Prevention Network to facilitate technical assistance and support to local Safe Community coalitions throughout the state. Prevention Network staff and a network of Resource Consultants assist local communities with coalition building, implementing an assessment, and action planning for injury prevention. Prevention Network staff also arrange training, disseminate information, and provide networking opportunities for all local Safe Community coalitions.

Since businesses are a part of every community, it made sense to merge the corporate NETS program with the Safe Community program at OHSP. Additional strategies are being developed to integrate the outreach to the business community with the Safe Communities program to result in stronger coalitions in Michigan.

The Michigan NETS program has played an important role in the overall goal of reducing the economic costs of traffic crashes to Michigan businesses. We believe that we have made a significant difference and thank all of our corporate partners for making this past year successful. Your continued dedication to promoting traffic safety in the workplace will make a difference for years to come.

2001–2002 SUCCESS STORIES

Strategic Planning

The purpose of devoting energy and resources to a strategic planning process is to chart a course for the future. This plan documents a leadership consensus on the program objectives to be accomplished over the next three to five years. We are in the second year of implementing the recommendations of the strategic plan and are pleased to report on the following accomplishments:

- For the last two years, the NETS program has been integrating with OHSP's Safe Communities which is a program that invites local community leaders, organizations and citizens to work together to prevent traffic crashes, violence, and substance abuse in their community. As a result of this partnership, two Safe Community coalitions, located in St. Clair and Allegan counties, have been selected as pilot sites to test various building-strategies.
- A new training guide has been developed, *Michigan NETS Guide to Highway Safety*. The purpose of this guide is to allow other personnel in the traffic safety community to deliver a basic and consistent message to employer communities utilizing the NETS philosophy. This presentation is a "pitch piece" that engages and interests the audience and recruits their participation. Safe Community Resource Consultants and others will deliver presentations to employers in the state.



- It was recommended that there be a selection of a pilot Safe Community site for promoting the annual NETS Drive Safely Work Week campaign. The campaign will be promoted with its traditional business partners but a special effort will be made to involve a



Safe Community that can be modeled in the future with other Safe Community coalitions. The coalition that was selected for this purpose is the Traffic Safety Association of Macomb County.

It is anticipated that a "How To" manual will be created during this process and used by other Safe Communities to plan and conduct a successful press conference promoting NETS annual Drive Safely Work Week campaign.

- The strategic plan recommended the expansion of the membership and the functions of the NETS Advisory Council. Five new members have been added to the Council over the last two years. The council has also started planning the first NETS Traffic Safety Symposium, which will take place in 2003.

PROMOTING TRAFFIC SAFETY

Training:

As a result of the NETS/Safe Community integration, work continues with Prevention Network (a non-profit agency) to train Safe Community Resource Consultants (SCRC). Their role is to assist Safe Community coalitions in leadership issues, interpret ACTS (Accessing Community Traffic Safety), and



recommend programs to build assets such as NETS and attend meetings as requested. Four such trainings took place during the fiscal year for this group. Additional NETS training was presented in December 2001, to approximately 15 Community Injury Prevention Officers (CIPO).

The newly created, "Michigan NETS Guide to Traffic Safety" was presented for the first time in July 2002, to ten members of the St. Clair County NETS Safe Community committee. The presentation was extremely well received and subsequently an invitation to make a similar presentation to a group of managers representing the Blue Water Human Resource Association was made and accepted.



June 2002 Cadillac, MI

In June 2002, additional NETS training took place at two Safe Community Mini-Conferences held in Cadillac and Rochester Hills. The two conferences attracted approximately 45 represen-

tatives from Safe Community coalitions around the state. Michigan NETS presented ideas on how Safe Communities can work with local businesses and law enforcement agencies to promote traffic safety.

Promoting Traffic Safety

The Michigan NETS program continues to provide support and traffic safety materials for existing and potential NETS members.

- The "NETStalk" newsletter was published on a quarterly basis and distributed to the membership. As recommended in the NETS strategic plan, the quarterly newsletter format was discontinued and converted to an electronic format during the fourth quarter. Communication is now taking place much more frequently utilizing electronic mail. We are able to communicate more efficiently and costs have reduced significantly.

- Michigan NETS website: www.michnets.org

A great deal of time and effort has been extended in updating the NETS website. Enhancements are ongoing and have included a "What's New" page which contains current traffic safety information on a variety of subjects published by NHTSA, Federal Motor Carrier, National Association of Fleet Administrators and other agencies and associations that are promoting traffic safety. Also, this page has been devoted to marketing traffic safety campaigns, such as, the annual NETS Drive Safely Work Week campaign.

Remarks from a satisfied NETS partner:

Charter Communications, Michigan's second largest broadband provider, has been serving the state over the past three years.

"With a fleet of over 650 vehicles, and an average of 1.5 million miles per month being driven across Michigan's roads, the safety of our employees becomes extremely essential in our daily operations. Our employees are not only well trained to perform their jobs, but also trained and monitored by their supervisors to be driving professionals, and are required to operate their vehicles in strict accordance with state and local laws.

Since 2000, Charter Communications has developed partnerships with federal and state agencies, including NHTSA, Traffic Safety Association of Michigan and the Michigan Network of Employers for Traffic Safety. Their support, assistance, and recognition through strategic initiatives have made a positive impact on our company and our employees. Programs such as the annual Drive Safely Work Week Campaign, Buckle Up America, and Defensive Driving Instructor Development courses, provided the groundwork for our company's proposal to lower auto claims and injury caused by traffic crashes.

The Buckle Up America Program has had the most impact on not only our employees, but their families as well. Since implemented in 2000, the initial survey performed netted 74 percent of our employees found to be wearing seat belts. By the end of 2002, that number increased to 94 percent. Secondly, was the implementation of the National Safety Council's four hour defensive driving sessions provided by TSA of Michigan and Michigan NETS, which I believe lead to the 30 percent decrease of reported vehicle accidents from year 2000.



Charter Communications believes that no job or service is so important or urgent that time cannot be taken to perform the job in a safe and healthy manner—even more so while driving,” said Bob Brietske, Michigan Regional Director of Training.

NETS Advisory Council

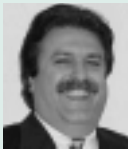
Michigan NETS Advisory Council was established in 1997. Company representatives meet on a quarterly basis and provide guidance and feedback to the state’s NETS coordinator. One of the main purposes of the Advisory Council is to gain insight from Michigan businesses, both small and large, and utilize their collective years of experience in safety to benefit the entire Michigan NETS membership.



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Coordinator



Keith O'Brien
Pridgeon & Clay, Inc.



Tony Dacoba
Pharmacia Inc.



Jay Minotas
General Motors



Melinda Beffrey
Kellogg Company



Richard Miller
AAA Michigan



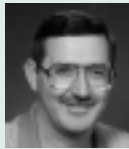
John Bishop
Detroit Edison



Adam Golchuk
United Parcel
Service



Tom Church
United Parcel
Service



Thomas Taylor
Consumers
Energy



Terry Visser
Spartan Stores, Inc.



Tom Gottschalk
Platinum Educational
Group, LLC



Tom Reel
Traffic Safety
Assoc. of Mich.

The current NETS Advisory Council represents the following businesses in the state of Michigan: AAA Michigan; Autoliv North America; Consumers Energy; General Motors; Kellogg Sales Co.; Detroit Edison; Grand Rapids Medical Education & Research Center; Pharmacia Corporation.; Pridgeon & Clay Inc.; Spartan Stores Inc.; Traffic Safety Association of Michigan and United Parcel Service.

One major project this group has embarked upon recently is the planning for the first Michigan NETS Traffic Safety Symposium which will take place in the fall of 2003. This group has also been instrumental in promoting the state’s “Click it or Ticket” campaign during the year striving to increase belt use in Michigan communities.

Our sincere thanks and appreciation to our Advisory Council members for their ongoing commitment and contributions to the Michigan NETS program.

Recognition

National NETS, recently relocated from Washington, D.C. to Virginia and annually recognizes the achievements of its membership during their state partners conference which took place in Orlando, Florida, in May 2002. The Michigan NETS program was one of three state recipients who received the NETS Award of Excellence for its work in promoting traffic safety. This is the third consecutive year that Michigan has received this award.

Betty Mercer, Division Director of the Michigan Office of Highway Safety Planning and a member of the NETS national liaison committee, was also recognized at this meeting for her many contributions to the NETS organization.

Traffic Safety Summit

The seventh annual Michigan Traffic Safety Summit was a resounding success. The Summit took place April 30–May 1, 2002 in Lansing. Over four hundred attendees found themselves surrounded by Michigan’s premier traffic safety professionals. The goal of the Summit was that attendees would learn from one another’s experiences and would be able to deliver common sense solutions to critical highway safety issues, including impaired driving, engineering, child passenger safety, occupant protection, traffic enforcement and Safe Communities.

Traditionally, corporate partners are called on to contribute to the Summit to help increase the number of delegates attending by keeping the registration fees low. This year was no exception. Summit organizers owe a debt of gratitude to the following sponsors responsible for their generous support of over \$17,000. In-kind services by sponsors also contributed to the success of the Summit: AAA Michigan; Accident Fund Company; Alps Automotive, Inc.; BBF Engineering Services, P.C.; Boyne USA; Brodin Studios; Columbian Logistics Network; Consumers Energy; Corporate Fleet Services; DaimlerChrysler; Fisher Transportation; Ford Motor Company; General Motors Safe Driving Program; GKN Automotive, Inc.; Harleysville Lake States Insurance; Haworth, Inc.; Jays Sporting Goods; Kustom Signals, Inc.; Lansing Board of Water & Light; LETS Transportation; Michigan Municipal Risk Management Authority; NES Worksafe; Timber Ridge Golf Club; Trans Tech Electric; Two Men & A Truck International and United Parcel Service.



Conclusion

Though few tragedies in our history can compare to the tragedies that occurred on September 11, 2001, those events have spurred our country to become acutely aware of security and safety issues. As traffic safety advocates, let us focus our concern on the safety of our citizens on our state’s roads and highways. Over 40,000 lives were lost due to traffic crashes in 2001 nationwide—over 1,300 of them in Michigan.

We can effect change and make the roads safer for citizens by encouraging safe driving practices in the workplace—buckling up, driving sober, slowing down and simply paying attention.

Our Michigan NETS program continues to encourage our traffic safety partners to do all that can be done to promote traffic safety in the workplace and in the community. Thank you for your commitment and on-going support in making 2001-2002 a very successful and safe year.